

## **ABSTRACT**

Keyword suggestions that are category-aware (and field-proven) may be used to help advertisers better target the serving of their ads, and may reduce unused ad spot inventory. The advertiser can enter ad information, such as a creative, a landing Webpage, other keywords, etc. for example. A keyword facility may use this entered ad information as seed information to infer one or more categories. It may then request that the advertiser confirm or deny some basic feedback information (e.g., categories, Webpage information, etc.). For example, an advertiser may be provided with candidate categories and may be asked to confirm (e.g., using checkboxes) which of the categories are relevant to their ad. Keywords may be determined using at least the categories. The determined keywords may be provided to the advertiser as suggested keywords, or may automatically populate ad serving constraint information as targeting keywords. The ad server system can run a trial on the determined keywords to qualify or disqualify them as targeting keyword.